



COLOR AND THE HOME



THE INFLUENCE OF COLOR IN THE HOME

53 DECORATIVE COLOR PLANS

By F. N. VANDERWALKER

ONLY a few of the outstanding facts about color may be touched upon within space limitations here but they are essential to better understanding and use of color tastefully in the home. First, enjoyment of color is a universal human characteristic among primitive as well as among the most highly cultivated peoples. Second, the color sensitive nerves of the human eye when compelled to gaze at a single hue for some time become

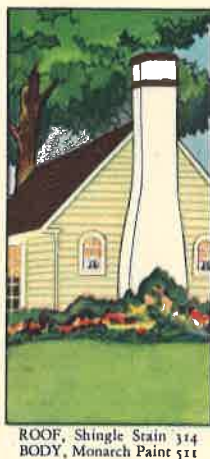
tired and then are no longer capable of transmitting a vivid, true sensation of that color to the brain. Then they must be rested or relieved by another color, the complementary hue; for example, the eye tired of red is relieved by green, the eye overburdened with yellow is rested by violet, and when too much of blue is at hand orange will satisfy the eye needs. The third fact about color to make note of is its great influence over human emotions.

Now, taking up first the second factor listed, the fatigue of the human eye by too much of one color. Remember the monotony caused by looking at the world through blue, green or amber eye glasses. The practical application of this fact to the decoration of homes is found in the rule that the perfect color setting requires the use of all three primary colors, red, yellow and blue in some intensity and some area not equal. The unfurnished room may have but one of these colors on its surfaces, but the unfurnished room is merely the background and the color scheme should be conceived to employ in proper balance the red, yellow and blue on various elements of the completely furnished room which includes floor, walls, trim, ceiling,

furniture, rugs, drapery, pictures, pottery and other accessories.

The third fact about color has an unbelievable amount of power over our lives because we act as we feel, we feel as our emotions direct and our emotions are greatly influenced by color in our environment. Color has the power to arouse and excite, to soothe and cause us to relax, to cheer or to depress and color makes the atmosphere of the home. The correct use of color, therefore, enables us to put into a room the atmosphere we would find there and deliberately to choose whether it shall be dignified and warmly hospitable with some restraint for the hall, quietly stimulating or conducive to complete rest and relaxation in the living room, joyously gay and bright in the dining room and cheerfully restful in the bed rooms. Good taste in decoration calls for understanding use of color and not necessarily lavish expenditure of money for fine furnishings.





MONARCH 100% PURE PAINT

FOR such cozy and dignified homes as this modern interpretation of the old New England farm house type, here are illustrated five color combinations of pleasing character. Pure white has always been most popular for such homes but change is essential to human happiness. The light ivory color, number 595 IVORY, is most satisfying and with the rich brown on the roof, which is Martin-Senour Shingle

Stain 315 RED, no more perfect harmony in color is possible. One who would have a still warmer and a little darker color turns to light buff which is Monarch Paint 511 LIGHT BUFF. And when the location is subject to much smoke and dust which accumulates too soon on very light tints, Monarch Paint 581 SILK GREEN and the darker green of Martin-Senour

Shingle Stain 306 LIGHT GREEN serve well to satisfy the wish for true color harmony and serviceable use. Soot from the air of industrial communities, dust from roads and vegetable pollen from fields, trees and weeds combine to spoil the fresh beauty of the finest outside colors but Monarch Paint resists dirt collection and discoloring atmosphere to the maximum degree.

ROOF, Shingle Stain 315
BODY, Monarch Paint 545



ROOF, Shingle Stain 306
BODY, Monarch Paint 550



ROOF, Shingle Stain 307 BODY, Monarch Paint White TRIM, Monarch Paint 554



ROOF, Shingle Stain 315
BODY, Monarch Paint 576

ROOF, Shingle Stain B235
BODY, Monarch Paint 510



MONARCH 100% PURE PAINT

AMERICAN Colonial architecture of this sturdy type, so much encountered in Pennsylvania and other older States, for sheer beauty of form and practical characteristics has never been excelled among our people, hence its popularity through generations. Of course, white has ever been the most popular for body color, using dark green, brown or gray for the roof. Colonial yellow, Monarch Paint

576 COLONIAL YELLOW, makes a delightfully fresh color impression for a long time. With the yellow body of this character dark rich red Martin-Senour Shingle Stain 315 RED, leaning toward the brown is excellent harmony. The window shutters may then be the same color as the roof or dark green such as Martin-Senour Shingle Stain 305 DARK GREEN. For such a home another complete change

from the white is the use of Monarch Paint color 510 SILVER GRAY, a warm very light gray, for the body with a darker warm gray on the roof, Martin-Senour Shingle Stain B235 GRAY. In this selection you are assured of harmony by analogy and there is sufficient contrast of value between roof, body and white enameled doorway to give the necessary sharpness or snap to the color array.

BODY, Monarch Paint 501
TRIM, Monarch Paint 560



BODY, Monarch Paint 560
TRIM, Monarch Paint 539



BODY, Monarch Paint 533

TRIM, Monarch Paint 539

BODY, Monarch Paint 576
TRIM, Monarch Paint 519



BODY, Monarch Paint 550
TRIM, Monarch Paint 527



MONARCH 100% PURE PAINT

THE venerable European charm of the Italian style in architecture with all its gay dash of color finds expression in many homes in America which took inspiration from the old world. Such a modern interpretation is pictured on this page with walls of smooth plaster, tile roof of red and rough hewn timbers for the strictly limited amount of wood trim. The thought

of gay pinks, yellows and greens for house exteriors doesn't disturb even conservative minds when Italian and Spanish architecture are under consideration. And even though such stucco walls have color incorporated in the cement when new, painting is called for quite as soon thereafter as is true with wood houses. As a people we are not so fond of unclean

looking walls and much painting that is done is for the specific purpose of maintaining that fresh look we so much like. Then there are the practical, economic considerations. Settlement cracks do appear and water getting into cracks and expanding with mighty force upon freezing damages such surfaces progressively, unless patching and painting to keep out the weather are indulged in.

CONSTRUCTING THE INTERIOR COLOR PLAN

WHERE TO START. The principles which guide color choice for a room are these: (1) Personal preference for one color or another; (2) Size of room, employing light tints for small rooms and darker shades for large. Greens, blues, light grays and white apparently increase size; they are receding colors. The advancing colors (except very light tints of them), red, orange, yellows and all dark shades apparently decrease room size. (3) Exposure to sunlight. South rooms usually call for cool color schemes employing blues, greens and grays, while north rooms call for warm color treatment with yellows, oranges and reds. The start is made by selecting a key color. The idea for the key color may come from furniture upholstery, drapery, a picture or bit of pottery. With a drapery fabric such as that pictured on this page, the key color may well be the fabric background color which is Neu-Tone Flat Wall Paint 655 EGG SHELL, or it may be any of the colors therein.

THE FLOOR COLOR. This surface is the color foundation of the room and should be dark. When the floor is dark it appears properly to lie under the rugs, and light floors do not. With the drapery fabric pictured here the floor color may be a walnut, as brown harmonizes with the red, green and the cream background of the fabric. The rug may well include all of these colors, or may be plain brown or plum color.

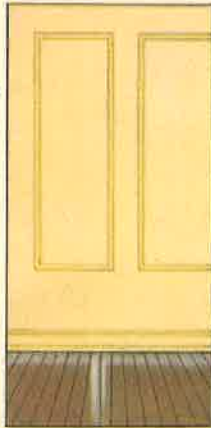


THE WALL COLOR. Walls usually take the key color and in any event should be lighter than the floor. To tie-in with the fabric for drapery on this page the wall color may be warm cream color, Neu-Tone Flat Wall Paint 655 EGG SHELL, or it may be the complementary of that color, one of the light tints of violet such as orchid.

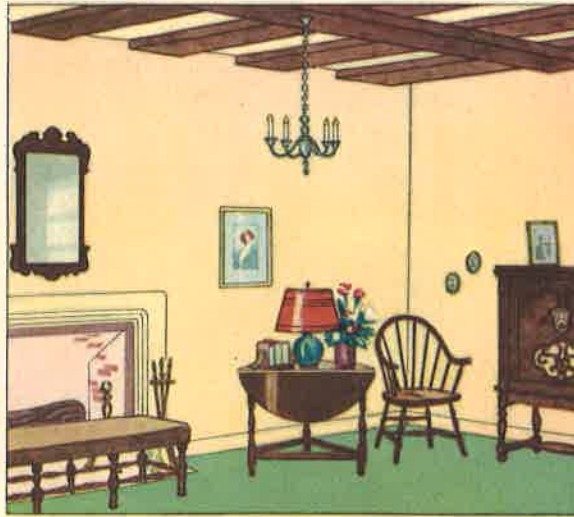
THE WOOD TRIM. The trim is part of the wall and of the background of the room. As such it should not be treated with a strongly contrasting color. Strong contrast of hue or of value between walls and trim serves to outline the room, as with a picture frame, and by that very fact the room is made to look smaller and the background does not properly take its place in the whole decorative plan. The trim color may well be the same as the walls, or it may be the same color but a few degrees lighter or darker.

THE CEILING COLORS. The conventional principle guiding ceiling color selection calls for the same color on the ceiling as on the wall. It may be the same value or a few degrees lighter. Dark shades for ceilings and colors complementary to wall lines are used in rooms with high ceilings and on decorative ceilings with plain wall colors. Dark colors and complementary colors on ceilings tend to make the ceiling look lower. White ceilings throw a color plan out of balance.

WALL, Neu-Tone 692
TRIM, Walnut Stain

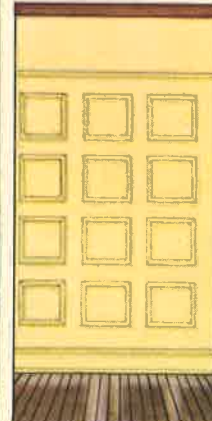


WALL, Neu-Tone 674
TRIM, Neu-Tone 680



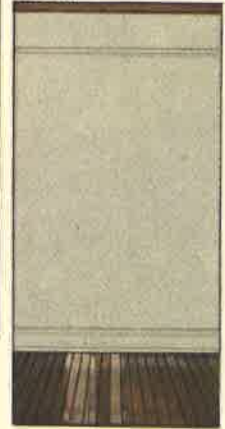
WALL, Neu-Tone 680

TRIM, Walnut Stain



WALL, Neu-Tone 671
FLOOR, Senour's Floor 11

WALL, Neu-Tone 677
FLOOR, Senour's Floor 21



NEU-TONE FLAT WALL PAINT

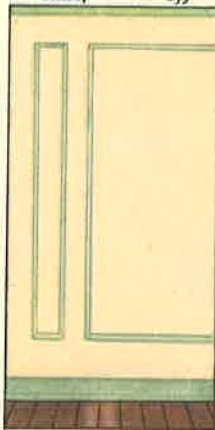
THE Living Room of the home today functions in a number of ways to care for the family activities, serving as it does the more or less formal requirements of the drawing room and reception room, for informal and intimate receptions of friends, as a library in many instances and as the common meeting place for the family in its daily rest and entertainment periods. For the average family it may not be elegant in classical distinction of architecture and furnishings, lest it fail to minister to the needs for comfort and relaxation; nor may it be as informal and personal as a bed room for fear that it may not be sufficiently dignified for the



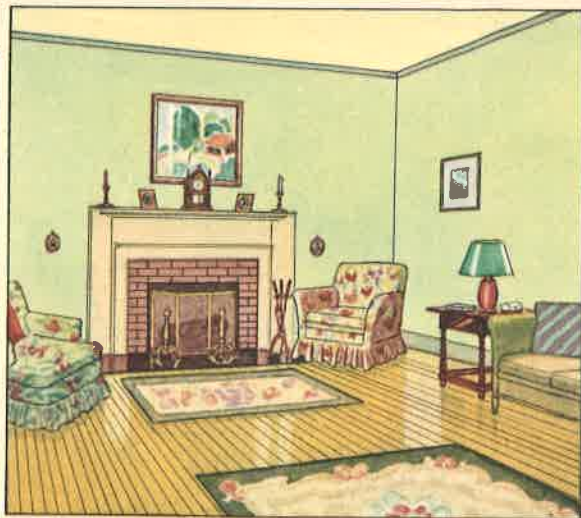
reception of guests and of strangers. Consequently, to make it all it should be to all who use it requires much thought and planning rather than expensive furnishings.

Appropriate color treatment is at the same time the least expensive and the most important single element in making a living room function tastefully and adequately for all. The warm colors such as yellows and reds in various light values and subdued intensities contribute the mildly stimulating atmosphere essential to hospitality and recreation; and at the same time permit quiet relaxation upon occasion.

WALL, Neu-Tone 655
TRIM, Neu-Tone 659



CEILING, Neu-Tone 691
WALL, White Enamel



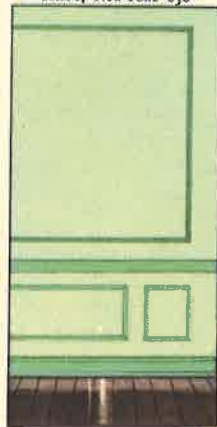
CEILING, Neu-Tone 692

WALL, Neu-Tone 651



WALL, Neu-Tone 680
FLOOR, Senour's Floor 28

WALL, Neu-Tone 651
TRIM, Neu-Tone 656



NEU-TONE FLAT WALL PAINT

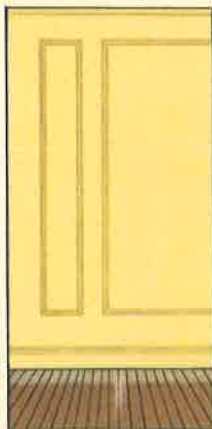
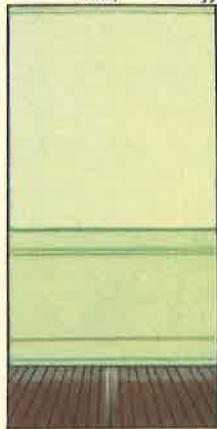
HERE are living room color plans giving a wide range of choice. The left hand illustration presents an analogous harmony of related colors, a very light tint of yellow and a soft green, which give life to the room without attracting too much attention to the wall background surfaces. The center and right hand suggestions employ green as the keynote color. The very numerous shades of green, ranging from the normal emerald up through the blue-greens and jade to yellow-green, and down the scale to olive, bronze and bottle green, afford ample choice for gaining harmony by use of related or analogous colors. Then there are the two



components of green—yellow and blue—with which harmony may be gained in the furnishings and accessories with these green wall colors. Red-orange is, of course, the complementary of green and it serves well for the accent color in these rooms.

The sun porch naturally should be a gay little room; and so, the suggestion here (second from the right) provides Neu-Tone 680 CIRCASSIAN BUFF to contribute life and warmth. For the floor a deep red or reddish brown such as Senour's Floor Paint 28 MAROON, is in perfect harmony. For the drapery a blue-green is in order.

WALL, Neu-Tone 651
DADO & TRIM, Neu-Tone 659



WALL, Neu-Tone 671
TRIM, Neu-Tone 680



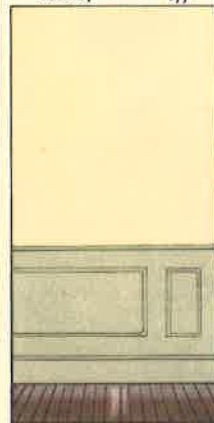
WALL, Neu-Tone 674

TRIM, Neu-Tone 692



WALL, Neu-Tone 680
TRIM, Neu-Tone 686

WALL, Neu-Tone 655
DADO, Neu-Tone 677



NEU-TONE FLAT WALL PAINT

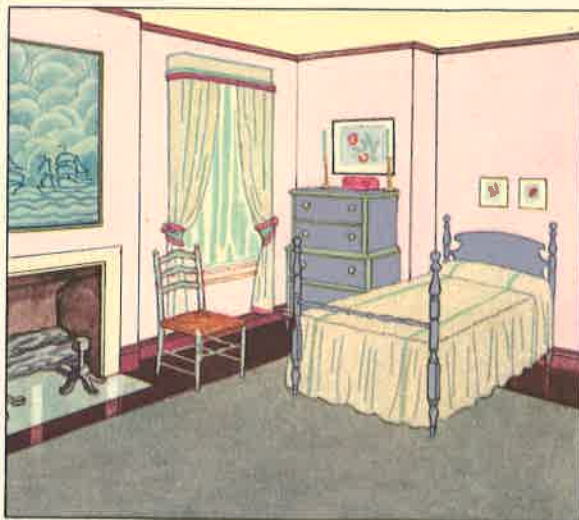
WHAT of the color for a dining room? Here the walls as in other rooms are still the background for the completely furnished room, but in the dining room little time is spent other than for meals. Consequently, the whole scale of color may be brighter and more stimulating than in rest rooms. Some delightful selections are indicated here. To the left a monochromatic scheme using two values of the same color for a dining room of south or warm exposure. The brightness for this room is gained by the use of gay draperies in the light orange tints such as apricot and the accent colors may be the slightly bluish pinks for pottery, pictures or other accessories.

The Colonial setting of the center illustration is a most delightful color theme. The Neu-Tone Flat Paint 674 INDIA IVORY has just the right value and warmth to carry the light Neu-Tone 692 CREAM on the trim, or Enamel of similar hue. Dull yellowish red such as Tallyho Red Kolor-Brite Enamel for the china cupboard provides a joyous note toning in with the same color repeated in the draperies. Brown mahogany or walnut furniture of the Early American, Duncan Phyfe or other Colonial types then completes the harmony of color, line scale and mass in this room.

WALL, Neu-Tone 691
TRIM, Neu-Tone 671



WALL, Neu-Tone 657
TRIM, Kolor-Brite Lavender



WALL, Neu-Tone 689

TRIM, Neu-Tone 651



WALL, Neu-Tone 654
TRIM, Kolor-Brite Lavender

WALL, Neu-Tone 674
TRIM, Kolor-Brite Orange



NEU-TONE FLAT WALL PAINT

THE Bed Room offers the opportunity for one to gratify the wish for any particular color appealing to personal preference, although this room, like all others, limits choice somewhat according to size, proportions, exposure, colors of fixed elements such as drapery, bed spreads, rugs and pictures which must be used in the room because they are at hand. In general, bed room color plans should employ the very light tints and plain, colorful hues are most conducive to rest. With plain flat tints there is no loss of nervous energy such as so often results from the use of wall designs which squirm under the eye or appear to give movement

and to induce one to count repeats in the design. The freshness and lightness of Neu-Tone colors apparently increase the room size and give a feeling of space usually most welcome in bed rooms, and which is sacrificed when contrasty or large patterns are employed.

Here are offered harmonized combinations of beautiful tints for bed rooms which enable you to give to your rooms some individuality. No room offers more than the bed room for the expression of your own personality and enjoyment of your own colors. Kolor-Brite tints shown are obtained by intermixing standard shades with white.

WALL, Neu-Tone 651
DADO, Kolor-Brite Enamel



WALL, Neu-Tone 674
DADO, Kolor-Brite Lavender

CEILING, Neu-Tone 691



WALL, Glos-Tone Ivory
DADO, Glos-Tone Shell Pink

WALL, Neu-Tone 654
DADO, Kolor-Brite Cream



GLOS-TONE PAINT—KOLOR-BRITE ENAMEL

THE Bath Room has now become a law unto itself insofar as color and design are concerned. It is here that we may have our fling with color and so the bath rooms of the nation are the gayest of the gay in this time of color enjoyment.

Something more than beauty is required of the bath room surfaces—it is practical usefulness with the least work in keeping the room tidy. There is the abrasion with cleaning cloths and soaps and there are the accumulations of greasy films from soapy hot vapors of the bath. Glos-Tone Paint and Kolor-Brite Enamel

give excellent account of themselves in bath room service. Their colors retain life and smoothness despite much washing.

The room to the left with green as the keynote offers a beautiful, washable green Kolor-Brite enamel for the lower wall dado gained by mixing 1 part Jade Green to 4 parts White Kolor-Brite. The colorful flower design on the wall above the dado is easily done in oil colors by use of a stencil set which can be secured ready for use. The use of flowers, birds, fish in submarine vegetation, swans and other novel designs has become quite popular in bath rooms.



WALL, Glos-Tone Light Green
TRIM, Glos-Tone Willow Green
CABINETS, Glos-Tone Ivory



GLOS-TONE PAINT — KOLOR-BRITE ENAMEL

THE dingy, drab kitchen is no more. In its place we find now a bright, cheery and far more sanitary work room than ever resulted from the decorative modes identified as the black iron stove and the white enamel periods. Into this room where housewives spend so many hours has come the color she always loved but was too timid to use. With stoves, sinks and refrigerators in colors or in white, Glos-Tone Paint and Kolor-Brite Enamel provide tasteful colors to satisfy both the conservative and the gay in spirit, and these coatings



resist dirt collection and permit washing as necessary.

On the left is found Kolor-Brite Ivory for the upper wall, and for the lower dado Kolor-Brite Pure Gray, 1 part, is mixed with Kolor-Brite White, 1 part, to make a wholesome gray of fine character. Next, to the right of that, there is offered a plan using for the upper wall Neu-Tone 674 INDIA IVORY below which Glos-Tone Apple Green is suggested for both the dado and the wood trim; and in this there is to be had a washable finish with fair gloss below and flat above at less cost than for an enamel job.

Kolor-Brite Old Rose
Military Blue



Kolor-Brite Pure Gray
Chinese Red
Carmine



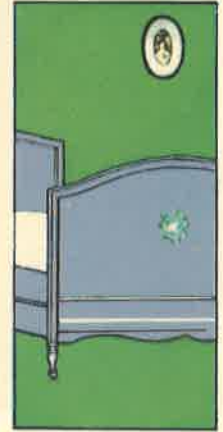
Kolor-Brite Cream

Chinese Red



Kolor-Brite Canary Yellow
Reed Brown
Wicker Green

Kolor-Brite Jade Green
Lavender



KOLOR-BRITE ENAMEL—WOOD-VAR COLORED VARNISH

JOYOUS color for furniture has come to live with us permanently. This because we like color and periodically we like to change our color surroundings more or less completely. When wall, trim and ceiling colors are changed, along with draperies, the old furniture colors often do not fit into the new scheme even if their surfaces are not dingy, bruised and marred from long service.

Kolor-Brite Enamel is a quick-drying enamel which gives a smooth, lustrous finish with little effort. Its range of seventeen colors, black and white



afford you satisfaction of every individual desire in hue. These colors and black and white may be mixed two or more together to produce innumerable tints and shades.

Wood-Var is a colored varnish for use on natural, stained or painted furniture surfaces to produce Light Oak, Golden Oak, Dark Oak, Cherry, Walnut, Brown Mahogany, Dark Mahogany, Gold and Aluminum. With Wood-Var and Kolor-Brite Enamel your furniture old and new may be closely related in color to your room color plan.

Walnut Stain



Natural Oak



Senour's Floor Paint 11

Mahogany Stain



DECORATIVE FLOOR VARNISHES

FROM the viewpoint of the effective use of color in any room the floor treatment is of utmost importance. Unless the floor is given the right color in relation to the whole color plan, and unless it is dark enough to hold its place as the foundation in color value, it is not possible to gain the tasteful color balance sought. There is general agreement that the floor color should be dark as a rule, although there are exceptions to this as well as most rules in decoration. The dark floor appears to lie under the rugs as it should, to be firm and a solid foundation as it should. The plain stained floor in walnut, oak or mahogany is acceptable in very many

color plans but the soft wood floor and old hardwood floors look their best when painted serviceably with Senour's Floor Paint. Often the absence of grain figure in painted floors leaves something to be desired to complete the effect and it is then that charming uses of stencils may fill the want. Above are shown two floors decorated with simple designs applied with stencils of unusually attractive character. Oil colors with a little good floor varnish in them serve well to make such designs withstand the wear well. Designs having the character of inlaid or marquetry wood fit best into this mode of decoration.

Porch & Deck Paint 733



Porch & Deck Paint 733



Senour's Floor Paint 23

Senour's Floor Paint 21



PORCH and BASEMENT FLOORS

HOW to keep the outside porch floors which are exposed to the weather looking well is always a problem and yet it is simple of solution if lessons learned from experience are kept in mind. First, there should be ventilation under porch floors to prevent moisture coming up under the paint film and causing it to blister or crack and scale. If the weather exposed surface is given two or three coats of Martin-Senour Porch and Deck Paint, fine appearance and ample protection for the wood are assured.



With the advent of oil and gas fuels home basements have been coming into new uses. The judicious use of paint has reclaimed these rooms. Some have even acquired fireplaces, window draperies, pictures and nice furniture to fit them for various uses. A good cleaning, followed by a coat of liquid cement hardener to stop suction and neutralize the cement adequately prepares the floor for two or three coats of Senour's Floor Paint of interesting color and marked durability.

The MARTIN-SENOUR *Company*

PIONEERS OF PURE PAINT

Since 1884, The Martin-Senour Company has manufactured Monarch 100% Pure Paint from a formula of absolute purity. Monarch Paint is made only from Pure Carbonate of Lead, Pure Oxide of Zinc, Pure Linseed Oil, Turpentine, Drier and the necessary pure coloring matter.

This formula is recognized and endorsed as the best by all authorities and has appeared on every can of Monarch 100% Pure Paint for almost half a century. As a consequence, Monarch Paint spreads farther, covers better, lasts longer and looks better. Therefore, it is the most economical house paint on the American market. When Monarch 100% Pure Paint is used on any job, the material cost is one-third less because of the smaller amount required to cover the surface; the labor cost is one-third less because of the smaller amount of material and easier spread. In addition,

Monarch Paint lasts years longer, making an appreciable saving in the long run.

In addition to Monarch 100% Pure Paint there is a Martin-Senour Perfect Paint Product for every surface, all in keeping with Monarch's high standard of quality and each one especially adapted to the purpose for which it is prepared.

The Martin-Senour dealer agent in every community is particularly well equipped to serve all painting requirements. This dealer agent has been selected as a reputable concern having a practical and useful knowledge of painting and decorating products and is in a position to offer helpful suggestions on all plans and problems of this nature.

Color charts and instructive data are gladly supplied to the user and dependable painters too, are recommended by the Martin-Senour dealer agent.



S. POLLOCK & SON
COLDWATER, MICH.